DECEMBER 2022 **P/ID 77943/RMBM4**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Branding.
2. What is Brand Personality?
3. Write a brief note on Brand Identity Prism
4. What is Brand Building?
5. Write short note on Points of Difference
6. Give examples for Brand Association.
7. Examine the need for Brand Audits
8. Name few Cult Brands in India
9. Write short note on Brand Value
10. What is Co-branding?
11. Write with examples for Geographic Extension of Brands.
12. Define Global Branding.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Examine the Benefits in Branding.

14. Explain the Importance of Brand Equity Concept.

15. Evaluate the Marketing Programmes to build Brands.

16. Interpret the Strategies to sustain Brand Image.

17. Determine the Dimensions of Brand Image.

18. State the Advantages of Co-branding.

19. Describe the Importance of B2B Branding.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Bring Out the Challenges and opportunities in Branding.

21. Discuss the Brand Positioning Strategy of Amazon.

22. Describe the Components of Brand Identity.

23. Elaborate the Key Elements in Managing a Brand Portfolio with examples.

24. What are the potential benefits of online brand building in Inida?
